

**REQUEST FOR QUOTATION (RFQ)**

RFQ Reference: RFQ/UNDP/SP4N LAPOR/188216/015/2022 – Digital Agency for Social Media Campaigns and Ads	Date: 22 June 2022
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SECTION 1: REQUEST FOR QUOTATION (RFQ)

UNDP kindly requests your quotation to provide goods, works, and/or services as detailed in Annex 1 of this RFQ.

This Request for Quotation is comprised of the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Schedule of Requirements

Annex 2: Quotation Submission Form

Annex 3: Technical and Financial Offer

Please be guided by the RFQ Instructions and Data when preparing your quotation. Please note that quotations must be submitted using Annex 2: Quotation Submission Form and Annex 3: Technical and Financial Offer, by the method and date and time indicated in Section 2. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

Thank you, and we look forward to receiving your quotations.

Issued by:

DocuSigned by:

A blue DocuSign signature box containing a handwritten signature in black ink.

Signature: 21B257514E5748B...

Name : Martin Kurnia

Title : Procurement Analyst

Date : 22 June 2022

SECTION 2: RFQ INSTRUCTIONS AND DATA

Introduction	<p>Bidders shall adhere to all the requirements of this RFQ, including any amendments made in writing by UNDP. This RFQ is conducted according to the UNDP Programme and Operations Policies and Procedures (POPP) on Contracts and Procurement.</p> <p>Any bid submitted will be regarded as an offer by the bidder, and does not constitute or imply the acceptance of the bid by UNDP. UNDP is under no obligation to award a contract to any bidder as a result of this RFQ.</p> <p>UNDP reserves the right to cancel the procurement process without any liability for UNDP upon notice to the bidders or publication of cancellation notice on the UNDP website.</p>
Deadline for the submission of quotation	<p>For eTendering submission – as indicated in eTendering system. Note that system time zone is in EST/EDT (New York) time zone. If any doubt exists about the time zone in which the quotation should be submitted, refer to http://www.timeanddate.com/worldclock/.</p>
Method of submission	<p>Quotations must be submitted as follows:</p> <p><input checked="" type="checkbox"/> eTendering</p> <ul style="list-style-type: none"> • File format: PDF • File names must be a maximum of 60 characters long and must not contain any letter or special character other than the Latin alphabet/keyboard. • All files must be free of viruses and not corrupted. <p>The Event ID for etendering system: 0000012915</p> <p>Detailed instructions on how to submit, modify or cancel a bid in the eTendering system are provided in the eTendering system, Bidder User Guide and Instructional videos are available on this link https://www.undp.org/content/undp/en/home/procurement/business/resources-for-bidders.</p>
Cost of preparation of quotation	<p>UNDP shall not be responsible for any cost associated with a supplier's preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.</p>
Supplier code of conduct, fraud, corruption,	<p>All prospective suppliers must read the UN Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The code of conduct, which includes principles on labor, human rights, environment and ethical conduct, may be found at: https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct</p> <p>Moreover, UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors. All bidders/vendors must observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</p>
Gifts and hospitality	<p>Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members, including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches, dinners or similar. In pursuance of this policy, UNDP: (a) shall reject a bid if it determines that the selected bidder has engaged in any corrupt or</p>

	fraudulent practices in competing for the contract in question; (b) shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.
Conflict of interest	<p>UNDP requires every prospective supplier to avoid and prevent conflicts of interest by disclosing to UNDP if you, or any of your affiliates or personnel were involved in the preparation of the requirements, design, specifications, cost estimates and other information used in this RFQ. Bidders shall strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. Bidders found to have a conflict of interest shall be disqualified.</p> <p>Bidders must disclose in the bid their knowledge of owners, part-owners, officers, directors, controlling shareholders of the bidding entity or key personnel who are family members of UNDP staff involved in the procurement functions and/or the government of the country or any implementing partner receiving goods and/or services under this RFQ.</p> <p>The eligibility of bidders that are wholly or partly owned by the government shall be subject to UNDP's further evaluation and review of various factors, such as being registered, operated and managed as an independent business entity, the extent of government ownership/share, receipt of subsidies, and mandate and access to information in relation to this RFQ, among others. Conditions that may lead to undue advantage against other bidders may result in the eventual rejection of the bid.</p>
General conditions of contract	<p>Any purchase order or contract that will be issued as a result of this RFQ shall be subject to the General Conditions of Contract.</p> <p>Select the applicable GTC:</p> <p><input type="checkbox"/> General Terms and Conditions/Special Conditions for Contract</p> <p><input checked="" type="checkbox"/> General Terms and Conditions for <i>de minimis</i> contracts (services only, less than \$50,000)</p> <p><input type="checkbox"/> General Terms and Conditions for Works</p> <p>Applicable terms and conditions, and other provisions are available at UNDP/How-we-buy</p>
Special conditions of contract	<p><input checked="" type="checkbox"/> Cancellation of PO/Contract if the delivery/completion is delayed by 2 weeks</p> <p><input type="checkbox"/> Others (please specify)</p>
Eligibility	<p>A vendor who will be engaged by UNDP may not be suspended, debarred, or otherwise identified as ineligible by any UN organization, World Bank Group or any other international organization. Vendors are therefore required to disclose to UNDP whether they are subject to any sanction or temporary suspension imposed by these organizations. Failure to do so may result in termination of any contract or purchase order subsequently issued to the vendor by UNDP.</p> <p>It is the bidder's responsibility to ensure that its employees, joint venture members, sub-contractors, service providers, suppliers, and/or their employees meet the eligibility requirements as established by UNDP. Bidders must have the legal capacity to enter a binding contract with UNDP, and deliver in the country or through an authorized representative.</p>

Currency of quotation	<p>Quotations shall be quoted in</p> <p><input checked="" type="checkbox"/> USD or</p> <p><input checked="" type="checkbox"/> IDR - Indonesian Rupiah (Mandatory for local bidders)</p>
Joint venture, consortium or association	<p>If the bidder is a group of legal entities that will form or have formed a joint venture, consortium or association for the bid, they shall confirm in their bid that : (a) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, consortium or association jointly and severally, which shall be evidenced by a duly notarized agreement among the legal entities and submitted with the bid; and (b) if they are awarded the contract, the contract shall be entered into by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture, consortium or association.</p> <p>Refer to Clauses 19-24 under the solicitation policy for details on the applicable provisions on joint venture, consortium or association.</p>
Only one bid	<p>The bidder (including the lead entity on behalf of the individual members of any joint venture, consortium or association) shall submit only one bid, either in its own name or, if a joint venture, consortium or association, as the lead entity of such joint venture, consortium or association.</p> <p>Bids submitted by two (2) or more bidders shall all be rejected if they are found to have any of the following:</p> <p>a) they have at least one controlling partner, director or shareholder in common; or b) any one of them receive or have received any direct or indirect subsidy from the other/s or b) they have the same legal representative for purposes of this RFQ; or</p> <p>c) they have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or influence on the bid of another bidder regarding this RFQ process; d) they are subcontractors to each other's bid or a subcontractor to one bid also submits another bid under its name as lead bidder; or</p> <p>e) some key personnel proposed to be in the team of one bidder participates in more than one bid received for this RFQ process. This condition relating to the personnel does not apply to subcontractors being included in more than one bid.</p>
Duties and taxes	<p>Article II, Section 7, of the Convention on the Privileges and Immunities provides, inter alia, that the UN, including UNDP, as a subsidiary organ of the General Assembly of the UN, is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes, and any other taxes and duties, unless otherwise specified below:</p> <p>All prices must:</p> <p><input type="checkbox"/> be inclusive of VAT and other applicable indirect taxes</p> <p><input checked="" type="checkbox"/> be exclusive of VAT and other applicable indirect taxes</p>
Language of quotation	<p>English</p> <p>Except for any legal document issued by the local government e.g. certificates, notarial deed, etc.</p>
Documents to be submitted	<p>Bidders shall include the following documents in their quotation:</p> <p><input checked="" type="checkbox"/> Annex 2: duly completed and signed Quotation Submission Form</p> <p><input checked="" type="checkbox"/> Annex 3: duly completed and signed Technical and Financial Offer, and in accordance with the Schedule of Requirements in Annex 1</p>

	<input checked="" type="checkbox"/> Company Profile <input checked="" type="checkbox"/> Registration certificate <input checked="" type="checkbox"/> List and value of projects performed for the last 5 (five) years, plus client's contact details (name, company name, email address, phone number) who may be contacted for further information on those contracts <input checked="" type="checkbox"/> List and value of ongoing projects with UNDP and other national/multi-national organizations, with contact details of clients and current completion ratio of each ongoing project <input checked="" type="checkbox"/> Statement of satisfactory performance (certificates) from top 2 (two) clients in terms of contract value in similar field <input checked="" type="checkbox"/> Written Self Declaration <input checked="" type="checkbox"/> Completed and signed CVs for the proposed key personnel <input checked="" type="checkbox"/> Others (list of achievements (e.g. agency of the year award, Citra Pariwara award, etc.) in the past 10 (ten) years)												
Quotation validity period	Quotations shall remain valid for 90 days from the deadline for submission of quotation.												
Price variation	No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.												
Partial quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted												
Alternative quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted If permitted, an alternative quote may be submitted only if a conforming quote to the RFQ requirements is submitted. Where the conditions for its acceptance are met or justifications are clearly established, UNDP reserves the right to award a contract based on the alternative quote. If multiple/alternative quotes are being submitted, they must be clearly marked as "Main Quote" and "Alternative Quote".												
Payment terms	<input type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services, and submission of payment documentation. <input checked="" type="checkbox"/> Other Payment will be made after satisfactory acceptance by UNDP of the services provided based on the following schedule: <table border="1" data-bbox="453 1480 1370 2002"> <thead> <tr> <th>No</th><th>DELIVERABLE</th><th>DEADLINE</th><th>PAYMENT (%)</th></tr> </thead> <tbody> <tr> <td>1</td><td> <u>Social Media Campaign and Ads for the Youth Pledge Day in Indonesia</u> 1 documentation for the social media campaign and ads for Youth Pledge Day in Indonesia, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit </td><td>4th week of October 2022</td><td>First payment (30%)</td></tr> <tr> <td>2</td><td> <u>Social Media Campaign and Ads for the International Day for the Elimination of Violence Against Women</u> 1 documentation for the social media campaign and ads for International Day for the Elimination of Violence Against Women, with: strategy and plan; editorial calendar; </td><td>4th week of November 2022</td><td>Second payment (30%)</td></tr> </tbody> </table>	No	DELIVERABLE	DEADLINE	PAYMENT (%)	1	<u>Social Media Campaign and Ads for the Youth Pledge Day in Indonesia</u> 1 documentation for the social media campaign and ads for Youth Pledge Day in Indonesia, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit	4th week of October 2022	First payment (30%)	2	<u>Social Media Campaign and Ads for the International Day for the Elimination of Violence Against Women</u> 1 documentation for the social media campaign and ads for International Day for the Elimination of Violence Against Women, with: strategy and plan; editorial calendar;	4th week of November 2022	Second payment (30%)
No	DELIVERABLE	DEADLINE	PAYMENT (%)										
1	<u>Social Media Campaign and Ads for the Youth Pledge Day in Indonesia</u> 1 documentation for the social media campaign and ads for Youth Pledge Day in Indonesia, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit	4th week of October 2022	First payment (30%)										
2	<u>Social Media Campaign and Ads for the International Day for the Elimination of Violence Against Women</u> 1 documentation for the social media campaign and ads for International Day for the Elimination of Violence Against Women, with: strategy and plan; editorial calendar;	4th week of November 2022	Second payment (30%)										

		compilation of digital assets, posts and ads; and social media kit		
	3	<u>Social Media Campaign and Ads for the International Day of Persons with Disabilities</u> 1 documentation for the social media campaign and ads for International Day of Persons with Disabilities, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit		
	4	<u>Post-Campaign</u> 1 final report in Bahasa Indonesia and English on the social media campaigns and ads, with: analysis for consolidated data on follower growth, engagement, and click through rates on LAPOR1708 pages in Facebook, Instagram and Twitter; documentation of public service complaints received through the social media campaigns and ads; documentation of best practices; and list of future recommendations	4th week of December 2022	Third payment (40%) ¹
¹ The final payment will be made once the digital agency completes all the obligations. Note: Payment Payments will be made upon submission and certification of each deliverable by SP4N-LAPOR! team				
Conditions for release of payment	<input checked="" type="checkbox"/> Written acceptance of goods, services and works based on full compliance with RFQ requirements <input checked="" type="checkbox"/> Others (written acceptance and certification of reports and/or lists for each point in the deliverable table in this RFQ)			
Contact person for correspondence, notifications and clarifications	E-mail addresses: armada.pratama@undp.org and yusef.millah@undp.org Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such extension is necessary and communicates a new deadline.			
Clarifications	Requests for clarification from bidders will not be accepted later than 3 (three) days before the submission deadline. Responses to request for clarification will be communicated by email to armada.pratama@undp.org and yusef.millah@undp.org .			
Evaluation method	<input checked="" type="checkbox"/> The contract or purchase order will be awarded to the lowest priced, substantially compliant offer <input type="checkbox"/> Other			
Evaluation criteria	<input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1 <input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract <input type="checkbox"/> Comprehensiveness of after-sales services <input type="checkbox"/> Earliest delivery /shortest lead time <input type="checkbox"/> Others			

Right not to accept any quotation	UNDP is not bound to accept any quotation, nor award a contract or purchase order
Right to vary requirement at time of award	At the time of award of contract or purchase order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods by up to a maximum twenty-five per cent (25%) of the total offer without any change in the unit price or other terms and conditions.
Type of contract to be awarded	<input type="checkbox"/> Purchase order <input checked="" type="checkbox"/> Contract face sheet (goods and/or services) (this template is also utilized for Long-Term Agreement (LTA). If an LTA will be signed, specify the document that will trigger call-off, e.g., purchase order, etc.) <input type="checkbox"/> Contract for works <input type="checkbox"/> Other type/s of contract (pls. specify)
Expected date for contract award	1 September 2022
Publication of contract award	UNDP will publish the contract awards valued at USD 100,000 and more on the website of the country office and the corporate UNDP website.
Policies and procedures	This RFQ is conducted in accordance with the UNDP Programme and Operations Policies and Procedures
UNGM registration	<p>Any contract resulting from this RFQ exercise will be subject to the supplier being registered at the appropriate level on the UN Global Marketplace (UNGM) website at www.ungm.org.</p> <p>The bidder may still submit a quotation even if not registered with the UNGM. However, if the bidder is selected for contract award, the bidder must register at UNGM prior to contract signing.</p>
Other Information	<p>A bidder's conference will be held on: Date/Time: Wednesday, 29 June 2022 – 10.00 PM (GMT+7). Place: Zoom Online Meeting Regist link: https://undp.zoom.us/meeting/register/tZ0lcOqrqjlsGteDiiU-kg8y_VHQwAzy5zZB Meeting ID: https://undp.zoom.us/j/89873349603?pwd=o5xx06tRVReI3PBBFZWpQpyhaSKBkH.1 Meeting ID: (898 7334 9603) Password: 938229</p>



ANNEX 1: SCHEDULE OF REQUIREMENTS

TERMS OF REFERENCE

Digital Agency for Social Media Campaigns and Ads for SP4N-LAPOR!

1. BACKGROUND

The Korea International Cooperation Agency (KOICA) and the United Nations Development Programme (UNDP) collaborate with the Ministry of Administrative and Bureaucratic Reform (KemenPAN-RB) to strengthen Indonesia's e-Governance by enhancing the national complaint handling system SP4N-LAPOR!. The system was developed to increase civic participation in monitoring the government's programmes and provision of public services.

KOICA and UNDP have developed a project to strengthen SP4N-LAPOR! by building the capacity of authorities at national and local levels to manage complaints more effectively, and raising awareness of the system through communication and marketing initiatives. Under the project, KOICA and UNDP work with stakeholders from the national government, including KemenPAN-RB, the Executive Office of the President (KSP) and the Ombudsman Office (ORI), and with the local governments of Badung Regency, Bali Province, Sleman Regency, Special Region of Yogyakarta Province, Tangerang Regency and West Sumatra Province.

The project's activities have 3 outputs. First, UNDP develops a master plan for an integrated national complaint handling system. Second, KOICA and UNDP work with national and local governments to provide invitational and local technical trainings. Third, UNDP works with national and local governments to increase awareness of SP4N-LAPOR!, and improve the system through the participation of citizens, particularly marginalized groups in society like youth, women and persons with disabilities.

Under Output 3, communication and marketing initiatives are implemented to raise awareness of SP4N-LAPOR!, and influence citizens to use the system. To improve the online visibility of SP4N-LAPOR! and build brand trust to increase app installations and website visits, there is a need to develop social media campaigns and ads. Therefore, UNDP will engage an experienced digital agency to create digital assets and contents, and successfully execute social media campaigns and ads for SP4N-LAPOR!.

2. OBJECTIVES

The procurement of the services of a digital agency will:

- Raise awareness about SP4N-LAPOR! among social media users
- Increase follower growth, engagement and click-through rates in social media
- Encourage social media users, particularly from marginalized groups in society like youth, women persons with disabilities, to report through SP4N-LAPOR! their complaints on public service delivery

3. ACTIVITY DETAILS

3.1 Social Media Campaigns and Ads for Commemorative Days

The digital agency will develop social media campaigns on Facebook (LAPOR – Layanan Aspirasi dan Pengaduan Online Rakyat), Instagram (LAPOR1708) and Twitter (LAPOR1708) to link SP4N-LAPOR! to commemorative days focusing on youth, women and persons with disabilities, and run ads to increase follower growth, engagement and click-through rates.

3.1.1 Commemorative days

- Youth Pledge Day in Indonesia on 28 October

- International Day for the Elimination of Violence Against Women on 25 November
- International Day of Persons with Disabilities on 3 December

3.1.2 Development of strategy, plan, digital assets and contents, and social media kit

For each commemorative day, the digital agency will produce:

- 1 strategy and plan for the social media campaign and ads
- 5-day editorial calendar for Facebook (LAPOR – Layanan Aspirasi dan Pengaduan Online Rakyat), Instagram (LAPOR1708) and Twitter (LAPOR1708), including:
- 1 social media kit for the commemorative days with the following components:
 - 1 campaign guide for Facebook, Instagram and Twitter
 - 3 sample posts for Facebook
 - 3 sample posts for Instagram
 - 3 sample posts for Twitter
 - 3 images with the following specifications:
 - File type: GIF and PNG
 - Ratio: 1x1
 - Resolution: 1080 x 1080 pixels
- 5-day ad on Facebook, Instagram and Twitter to increase engagement rate
- 5-day ad on Facebook, Instagram and Twitter to increase the click-through rate on the link to the LAPOR1708 website

3.1.3 Ideas for digital assets and contents

According to the project's roadmap, the marketing and communication strategy for 2022 will focus on building public trust in SP4N-LAPOR!. Therefore, there is a need to produce digital assets and contents on social media to increase public confidence in SP4N-LAPOR! to grow the number of system users and complaints received through the system.

Aside from the usual animation and infographics, the digital assets will show real people, when appropriate, to add authenticity and create an emotional connection with social media users to increase engagement in the form of comments, likes and shares. Moreover, to ensure accurate and appropriate messaging in digital assets and contents, the digital agency should consult the SP4N-LAPOR! team, as well as the official UN web pages for [the International Day for the Elimination of Violence Against Women](#) and [the International Day of Persons with Disabilities](#), and online web pages and resources for the Youth Pledge Day in Indonesia.

Thus, for each commemorative day, the digital assets and contents developed by the digital agency for the 5-day campaign period should be aligned to the ideas listed below:

- Inspirational stories and testimonials of SP4N-LAPOR! users
- Positive data and developments, like increased number of users for a specific target audience, faster response time, etc.
- Relevant public activities involving community groups for women, youth or persons with disabilities
- Before and after transformation in the provision of government services
- Tactics to boost social media engagement, including holding surveys and selecting posts or images with the most likes or shares. (The vendor should provide social media data to the SP4N-LAPOR! team, who will be responsible for the provision and distribution of merchandise)

3.1.4 Performance targets

As a reference to the digital agency, for each commemorative day, the expected performance targets for social media ads during the 5-day campaign period are:

- **Facebook (LAPOR – Layanan Aspirasi dan Pengaduan Online Rakyat)**
 - Follower growth rate on the project's Facebook page: 2000
 - Engagement rate on the ad: 200
 - Click-through rate on the ads' link to website www.lapor.go.id: 200
- **Instagram (LAPOR1708)**
 - Follower growth rate on the project's Instagram page: 3,000
 - Engagement rate on the ad: 300
 - Click-through rate on the ad's link to the website www.lapor.go.id: 300
- **Twitter (LAPOR1708)**
 - Follower growth rate on the project's Twitter page: 8,000
 - Engagement rate on the ad: 800
 - Click-through rate on the ad's link to the website www.lapor.go.id: 800

3.1.5 Timeline

- Development of strategy and plan for the social media campaign and ads: 3 times within the contract duration
- Development of a 5-day editorial calendar, including the digital assets and posts on Facebook (LAPOR – Layanan Aspirasi dan Pengaduan Online Rakyat), Instagram (LAPOR1708) and Twitter (LAPOR1708): 3 times within the contract duration
- Development of social media kit, including digital assets and posts for Facebook, Instagram, and Twitter: 3 times within the contract duration
- Distribution of social media kit by email to project stakeholders
 - UNDP: 3 times within the contract duration
 - KOICA: 3 times within the contract duration
 - KemenPAN-RB: 3 times within the contract duration
 - KSP: 3 times within the contract duration
 - Ombudsman: 3 times within the contract duration
 - Ministry of Home Affairs: 3 times within the contract duration
 - KOMINFO: 3 times within the contract duration
 - Local governments of Badung Regency, Bali Province, Sleman Regency, Yogyakarta Province, Tangerang Regency and West Sumatra Province: 3 times within the contract duration
- Running of the social media campaign and 2 ads for Youth Pledge Day
 - Facebook: 5 days
 - Instagram: 5 days
 - Twitter: 5 days
- Running of the social media campaign and 2 ads for International Day for the Elimination of Violence Against Women
 - Facebook: 5 days
 - Instagram: 5 days
 - Twitter: 5 days
- Running of the social media campaign and 2 ads for the International Day of Persons with Disabilities
 - Facebook: 5 days
 - Instagram: 5 days
 - Twitter: 5 days

- Documentation of social media campaign and ads: 3 times within the contract duration

3.2 Post-Campaign

The digital agency will produce a final report to analyze the performance of social media campaigns and ads, document public service complaints received through social media campaigns and ads, document best practices, and provide recommendations.

3.2.1 Components of the final report

- Analysis of consolidated data on follower growth, engagement, and click-through rates of social media campaigns and ads
- Documentation of public service complaints received through social media campaigns and ads
- Documentation of best practices
- List of future recommendations for social media campaigns and ads

3.2.2 Timeline

- Development of final report in Bahasa Indonesia and English on the social media campaigns and ads: 3 weeks

4. SCOPE OF WORK

The list below serves as a guide for the digital agency on the work to be performed. The agency will implement various activities during the different phases of the campaigns, and coordinate with the SP4N-LAPOR! team and vendor partners. The agency is expected to be proactive to include activities that are not specified below, but are necessary to execute the campaigns and complete deliverables successfully.

4.1 Social Media Campaigns and Ads for the Commemorative Days

For each commemorative day, the digital agency will:

- Develop the strategy and plan for the social media campaigns and ads in Facebook (LAPOR – Layanan Aspirasi dan Pengaduan Online Rakyat), Instagram (LAPOR1708) and Twitter (LAPOR1708)
- Propose creative ideas for social media posts based on industry best practices
- Create concepts, contents and digital assets (e.g. images, photos, animation and infographics) based on the agreed strategy and plan
- Captures pictures or videos that demonstrate positive user experiences and success stories
- Submit drafts of digital assets and contents, and perform a maximum of 5 revisions
- Develop the editorial calendar to outline the digital assets and contents for posting on social media
- Provide support with the posting of digital assets and contents on LAPOR1708 pages on social media
- Implement tactics to boost social media engagement
- Provide social media data to SP4N-LAPOR! team, who will provide and distribute the merchandise
- Purchase ad spaces on Facebook, Instagram and Twitter, and run the ads
- Define the target audiences for social media ads, including their location, behavior, demographics, connections and interests
- Develop a social media kit, including sample messages and visuals for the commemorative days, and distribute it by email to project stakeholders
- Achieve the performance targets on LAPOR1708 pages on social media

- Gather before and after data to analyze and document the follower growth, engagement and click-through rates
- Ensure usage rights are procured for the images, photos, or audio and video clips used in the digital assets
- Provide UNDP with the raw files and the final copy of digital assets developed
- Transfer the full rights to UNDP to reuse or repurpose the digital assets in other marketing campaigns and ads for SP4N-LAPOR!, as outlined in the UNDP General Terms and Conditions

4.2 Post-Campaign

- Develop the final report in Bahasa Indonesia and English on the social media campaigns and ads with analysis of data on follower growth, engagement and click-through rates, documentation of public service complaints received through social media campaigns and ads, documentation of best practices, and list of future recommendations

5. QUALIFICATIONS

The digital agency must have experience developing digital assets and contents and executing social media campaigns and ads to be eligible. The agency must also have dedicated personnel to complete the deliverables.

5.1 The Digital Agency

UNDP is interested in collaborating with a reliable digital agency who understands the values and brand standards of the organization, as well as the goals of the SP4N-LAPOR! project and the efforts to achieve them.

to be more precise, the digital agency is required to have:

- Successfully implemented at least 2 relevant projects in developing digital assets and contents, and executing social media campaigns and ads (*Please attach a list of clients with evidence of involvement in similar projects*)
- Experience working with international non-profit organizations and government authorities will be an asset
- Experience in researching the best practices for social media campaigns and ads on Facebook, Instagram and Twitter
- Experience in designing visual concepts and digital assets
- Legally established company in Indonesia with a valid registration certificate

5.2 Required Personnel

The digital agency must provide personnel for the following vital roles that meet the qualifications and job responsibilities identified below. (*Please attach the Curriculum Vitae and work portfolio for each person*).

- **Project Coordinator** acts as the focal point between the teams of SP4N-LAPOR! and the digital agency. He/she also coordinates with project stakeholders to distribute the social media kits by email, and gather positive user experiences and success stories for posting on social media. He/she also oversees the execution of plans, and the completion of deliverables with quality standards and within the allocated time and budget. Moreover, he/she submits the documentations and final report for the social media campaign and ads to SP4N-LAPOR! team for approval.

Qualifications: Bachelor's degree in business management, marketing or other relevant fields, with 5 years of experience in project planning and coordination in a digital agency or related company. Must possess a strong network of vendor partners in Indonesia.

- **Admin/Finance Officer** provides administrative support for executing strategies and plans. He/she also procures digital assets, ad spaces, goods and services needed to complete deliverables.

Qualifications: Bachelor's degree in office administration, finance or other relevant fields, with 5 years of experience in office administration and procurement.

Copywriter/Translator writes compelling copies for the social media posts and ads. He/she also proofreads and edits the contents of communication and marketing materials produced for the social media campaigns and ads. Moreover, he/she provides accurate translation of the final report in Bahasa Indonesia and English.

Qualifications: Bachelor's degree in mass communication, journalism, or other relevant fields, with excellent writing skills and Bahasa Indonesia and English competencies. Must possess 5 years of experience in copywriting and translation.

- **Animation Developer** creates animated videos, gifs, graphics and images.
Qualifications: Bachelor's degree in animation, media arts or other relevant fields, with 5 years of experience in graphic designing and animated video production.
- **Graphic Designer** develops the visual concepts and digital assets for the social media campaigns and ads.
Qualifications: Bachelor's degree in visual communication design, computer graphics or other relevant fields, with 5 years of experience in graphic designing or desktop publishing.
- **Photographer/Videographer** captures photos and videos to support the social media campaigns and ads.
Qualifications: Bachelor's degree in any field with 3 years of experience in professional event and portrait photography or videography. Must possess a portfolio to demonstrate skills in photography or videography.
- **Social Media Specialist** executes the strategies and plans of the social media campaigns and ads, monitors their effectiveness, and reports the outcome. He/she also implements tactics to boost social media engagement and provides social media data to SP4N-LAPOR! team, who will provide and distribute the merchandise. He/she also creates the editorial calendar and coordinates with the administrator of LAPOR1708 pages on social media. Moreover, he/she leads the development of social media kits.
Qualifications: Bachelor's degree in advertising, marketing or other relevant fields, with 5 years of experience in social media marketing.
- **Data and Reporting Officer** develops the final report with data analysis, best practices and future recommendations.
Qualifications: Bachelor's degree in statistics, information systems or other relevant fields, with 5 years of experience in data analysis and report writing.

6. ASSUMPTIONS AND RISKS

Assumptions are the factors that need to be in place to execute social media campaigns and ads successfully. At the same time, risks correspond to potential future events that may affect the implementation.

6.1 Assumptions

- The Ministry of Administrative and Bureaucratic Reform (KemenPAN-RB) endorses the plan and activities

- Hired digital agency can execute the social media campaigns and ads, and complete the deliverables with quality standards
- Allotted time and budget are adequate for the activities
- Meetings with the SP4N-LAPOR! team and digital agency are held consistently

6.2 Risks

- Social media users may find the posts and ads annoying, and may ignore or block them
- Backlash or negative feedback from social media users
- Low follower, engagement, and click through rates despite running the social media ads
- Data breaches and online security concerns

7. SOURCE OF FUND

KOICA and UNDP fund the activity.

8. DURATION OF WORK

The activity will be completed within 4 months of signing the contract between UNDP and the digital agency. All deliverables, including the translations, must be completed and submitted to UNDP by December 2022.

9. DELIVERABLES AND PAYMENT SCHEDULE

Payments are split into 3 parts and will be made to the digital agency after satisfactory acceptance by UNDP of the deliverables.

No	DELIVERABLE	DEADLINE	PAYMENT (%)
1	<u>Social Media Campaign and Ads for the Youth Pledge Day in Indonesia</u> 1 documentation for the social media campaign and ads for Youth Pledge Day in Indonesia, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit	4th week of October 2022	First payment (30%)
2	<u>Social Media Campaign and Ads for the International Day for the Elimination of Violence Against Women</u> 1 documentation for the social media campaign and ads for International Day for the Elimination of Violence Against Women, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit	4th week of November 2022	Second payment (30%)
3	<u>Social Media Campaign and Ads for the International Day of Persons with Disabilities</u> 1 documentation for the social media campaign and ads for International Day of Persons with Disabilities, with: strategy and plan; editorial calendar; compilation of digital assets, posts and ads; and social media kit	4th week of December 2022	Third payment (40%) ¹
4	<u>Post-Campaign</u> 1 final report in Bahasa Indonesia and English on the social media campaigns and ads, with: analysis for consolidated data on follower growth, engagement, and click through rates on LAPOR1708 pages in Facebook, Instagram and Twitter; documentation of public service complaints received through the social media campaigns and ads; documentation of best practices; and list of future recommendations		

¹ The final payment will be made once the digital agency completes all the obligations.

Note: Payments will be made upon submission and certification of each deliverable by SP4N-LAPOR! team

10. TIMELINE

The schedule of implementation or completion of deliverables is as below.

		DELIVERABLE				SEP				OCT				NOV				DEC			
						W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4
Social Media Campaigns and Ads for Youth Pledge Day in Indonesia																					
1	Development of strategy and plan		X																		
2	Development of 5-day editorial calendar			X																	
3	Production of digital assets and contents				X	X															
4	Development of social media kit and distribution by email to project stakeholders						X														
5	Running of social media campaign and ads							X													
6	Documentation of social media campaign								X												
Social Media Campaigns and Ads for the International Day for the Elimination of Violence Against Women																					
7	Development of strategy and plan						X														
8	Development of 5-day editorial calendar							X													
9	Production of digital assets and contents								X	X											
10	Development of social media kit and distribution by email to project stakeholders										X										
11	Running of social media campaign and ads											X									
12	Documentation of social media campaign												X								
Social Media Campaign and Ads for the International Day of Persons with Disabilities																					
13	Development of strategy and plan							X													
14	Development of 5-day editorial calendar								X												
15	Production of digital assets and contents									X	X										
16	Development of social media kit and distribution by email to project stakeholders												X								
17	Running of social media campaign and ads													X							
18	Documentation of social media campaign															X					
Post-Campaign																					
19	Development of final report on the social media campaigns and ads																X	X	X		

ANNEX 2: QUOTATION SUBMISSION FORM

Bidders are requested to complete this form, including the company profile and bidder’s declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The bidder shall fill in this form per the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

Company Profile

Item Description	Detail
Legal name of the bidder or lead entity for joint ventures	Click or tap here to enter text.
Legal address, city, country	Click or tap here to enter text.
Website	Click or tap here to enter text.
Year of registration	Click or tap here to enter text.
Legal structure	Choose an item.
Are you a UNGM registered vendor?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, insert UNGM Vendor Number
Quality assurance certification (e.g. ISO 9000 or equivalent) <i>(If yes, provide a copy of the valid certificate):</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your company hold any accreditation such as ISO 14001, ISO 14064 or equivalent related to the environment? <i>(If yes, provide a copy of the valid certificate):</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your company have a written statement of its environmental policy? <i>(If yes, provide a copy)</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does your organization demonstrate a significant commitment to sustainability through some other means, for example internal company policy documents	<input type="checkbox"/> Yes <input type="checkbox"/> No

on women empowerment, renewable energies or membership of trade institutions promoting such issues <i>(If yes, provide a copy)</i>				
Is your company a member of the UN Global Compact	<input type="checkbox"/> Yes <input type="checkbox"/> No			
Bank information	Bank Name: Click or tap here to enter text. Bank Address: Click or tap here to enter text. IBAN: Click or tap here to enter text. SWIFT/BIC: Click or tap here to enter text. Account Currency: Click or tap here to enter text. Bank Account Number: Click or tap here to enter text.			
Previous relevant experience: 2 contracts				
Name of previous contracts	Client and reference contact details, including e-mail	Contract value	Period of activity	Types of activities undertaken

Bidder's Declaration

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Requirements and terms and conditions: I/We have read and fully understand the RFQ, including the RFQ Instructions and Data, Schedule of Requirements, the General Conditions of Contract, and any Special Conditions of Contract. I/we confirm that the bidder agrees to be bound by them.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm that the bidder has the necessary capacity, capability, and licenses to meet or exceed the requirements and will be available to deliver throughout the relevant contract period.
<input type="checkbox"/>	<input type="checkbox"/>	Ethics: In submitting this quote, I/we warrant that the bidder: has not entered any improper, illegal, collusive or anti-competitive arrangements with any competitor; has not directly or indirectly approached any representative of the buyer (other than the point of contact) to lobby or solicit information about the RFQ; has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to undertake not to engage in illegal practices or any other unethical practice with the UN or any other party, and conduct business in a manner that averts any financial, operational, reputational or other undue risks to the UN. We

Yes	No	
		have read the UN Supplier Code of Conduct: https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN.
<input type="checkbox"/>	<input type="checkbox"/>	Conflict of interest: I/We warrant that the bidder has no actual, potential, or perceived conflict of interest in submitting this quote or entering a contract to deliver the requirements. Where a conflict of interest arises during the RFQ process, the bidder will report it immediately to the point of contact of the procuring organization.
<input type="checkbox"/>	<input type="checkbox"/>	Prohibitions and sanctions: I/We hereby declare that our firm, its affiliates, subsidiaries or employees, including any joint venture/consortium members, subcontractors or suppliers for any part of the contract, is not under procurement prohibition by the UN, including but not limited to prohibitions derived from the compendium of UN Security Council Sanctions Lists, and have not been suspended, debarred, sanctioned or otherwise identified as ineligible by any UN organization, World Bank Group or any other international organization.
<input type="checkbox"/>	<input type="checkbox"/>	Bankruptcy: I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action that could impair operations in the foreseeable future.
<input type="checkbox"/>	<input type="checkbox"/>	Offer Validity Period: I/We confirm that this quote, including the price, remains open for acceptance for the offer validity.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognize that you are not bound to accept any quotation you receive, and we certify that the goods offered in our quotation are new and unused.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorized by the organization/s to make this declaration on its/their behalf.

Signature: _____

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

ANNEX 3: TECHNICAL AND FINANCIAL OFFER

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex 2: Quotation Submission Form. The bidder shall fill in this form per the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

Name of Bidder:	Click or tap here to enter text.	
RFQ reference:	Click or tap here to enter text.	Date: Click or tap to enter a date.

Technical Offer

Provide the following:

- *a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference*
- *a brief methodology, approach and implementation plan*
- *team composition and CVs of key personnel*

Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference. The lump-sum should include all costs of preparing and delivering the services. All daily rates shall be based on an eight-hour working day.

Currency of Quotation:

☒ USD or ☒ IDR - Indonesian rupiah (Mandatory for local bidders)¹ *The final payment will be made once the digital agency completes all the obligations.*

Breakdown of Fees

Currency in the Quotation: _____

DELIVERABLE	Qty	Unit	Freq	Unit	Unit Price	Total
Personnel						
Project Coordinator	1	person	35	man-days		
Admin/Finance Officer	1	person	10	man-days		
Copywriter/Translator	1	person	35	man-days		
Animation Developer	1	person	15	man-days		
Graphic Designer	1	person	15	man-days		
Photographer/Videographer	1	person	5	man-days		
Social Media Specialist	1	person	35	man-days		
Data and Reporting Officer	1	person	15	man-days		
Social Media Ads for Youth Pledge Day in Indonesia						
Ad space on Facebook	2	ads	5	days		
Ad space on Instagram	2	ads	5	days		
Ad space on Twitter	2	ads	5	days		
Social Media Ads for the International Day for the Elimination of Violence Against Women						
Ad space on Facebook	2	ads	5	days		
Ad space on Instagram	2	ads	5	days		
Ad space on Twitter	2	ads	5	days		
Social Media Ads for the International Day of Persons with Disabilities						
Ad space on Facebook	2	ads	5	Days		

Ad space on Instagram	2	ads	5	Days		
Ad space on Twitter	2	ads	5	Days		
Other Expenses (if any, please provide in detail)						
Grand Total						

Compliance with requirements

	You Responses		
	Yes, we will comply	No, we cannot comply	If you cannot comply, please indicate counteroffer
Delivery lead time	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Validity of quotation	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Payment terms	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.
Compliance with the Annex 1: Schedule of Requirements	<input type="checkbox"/>	<input type="checkbox"/>	Click or tap here to enter text.

The undersigned certifies that I am duly authorized to sign this quotation and bind the company below if the quotation is accepted.	
<div>Exact name and address of company</div> <div>Company NameClick or tap here to enter text.</div> <div>Address: Click or tap here to enter text.</div> <div>Click or tap here to enter text.</div> <div>Phone No.:Click or tap here to enter text.</div> <div>Email Address:Click or tap here to enter text.</div>	<div>Authorized Signature:</div> <div>Date:Click or tap here to enter text.</div> <div>Name:Click or tap here to enter text.</div> <div>Functional Title of Authorized Signatory:Click or tap here to enter text.</div> <div>Email Address: Click or tap here to enter text.</div>